

## IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for facilitating computer based access to a location on a network by a consumer utilizing a product having information disposed thereon, the method comprising:

5 scanning a machine readable code disposed on a surface of the product, wherein the machine readable code has encoded therein information related to the product, which the product is provided by a product manufacturer, and which the machine readable code is physically associated with the product itself, which the machine readable code has no routing information contained therein to allow the consumer to access any location on a network, and which the machine readable code has a relationship to the product or service unrelated to routing  
10 information;

accessing a relational database after scanning the machine readable code, wherein the machine readable code being a part of the relational database that associates the machine readable code with a defined location on the network, wherein the relational database is associated with a routing system that facilitates connection to the defined location on the  
15 network; and

connecting to the defined location on the network by a computer ~~indicating~~ indicated by a visual indicia, wherein the visual indicia disposed on the product having no apparent relationship to the machine readable code or to the defined location disposed on the surface in a predetermined proximate visual orientation to the machine readable code and the visual indicia  
20 associated only with the routing system and not with the product manufacturer, such that the machine readable code and the visual indicia together form a defined composite visual appearance, indicative of a relationship between the machine readable code and the presence of a location on a network that will use the routing system for connection to the defined location and that such location on the network can be accessed by the computer having an appropriate input  
25 device for reading the machine readable code, such that reading of the machine readable code by the input device will cause the routing system to connect the computer to the defined location, and wherein the visual indicia indicates only that scanning of the machine readable code will

cause computer based access ~~the defined location of~~ to the defined location on the network by the routing system.

2. (Previously Presented) The method of Claim 1, wherein said visual indicia is not machine readable.

3. (Previously Presented) The method of Claim 1, wherein said machine readable code represents a product.

4. (Previously Presented) The method of Claim 3, wherein said machine readable code is disposed directly on a product.

5. (Previously Presented) The method of Claim 3, wherein said machine readable code is disposed in close association with said product.

6. (Previously Presented) The method of Claim 3, wherein said machine readable code is a UPN.

7. (Previously Presented) The method of Claim 3, wherein the machine readable code is an ISBN.

8. (Previously Presented) The method of Claim 3, wherein the machine readable code is an EAN.

9. (Previously Presented) The method of Claim 1, wherein the input device for reading said machine readable code is a scanner.